

B2B

Bye 2 Boring...



Bostik's Smart Global Web Estate

has set a standard this year for corporate websites, showing that large B2B organisations, even in the NSB (non-sexy business) category can produce exciting, innovative websites.

Here's how...



Innovative strategy

We've tried to reimagine the way corporates use digital to connect with customers, taking lessons from the most successful disruptive start-ups.



Build everything from the customer's perspective

Find out how to improve or simplify the customer experience



Put digital at the centre of business strategy

Build trust by using digital to share common concerns



Audience centricity



We've conducted extensive research into Bostik's audiences, putting customer insight at the heart of the website strategy.



Customer workshops across Asia, USA and Europe

Mapping the customer lifecycle to identify 'pain points' and 'moments of truth'



Finding the sweet spot where Bostik expertise links with its customers

Using audience insight to drive UX, content and SEO strategy



Smart technology

We've used the Episerver CMS to create a smart ecosystem of global and country websites on one single platform.



Flexible site templates allow countries to tailor content and page layouts

Self-optimising content blocks mean site content is constantly improving



The entire ecosystem is optimised for mobile, tablet and desktop

COPE tools publish content across multiple platforms from one source



Award-winning results



This new website makes a dull product really exciting... Robust design, sound and thorough methodology.

This sets a standard for corporate websites!

Digi Corp Comms Winner 2016 - Best B2B corporate website (Bostik.com)



Digi Corp Comms Winner 2016 - 'Best Corporate Website'



RAR Digital Awards Winner 2016 - 'Content Strategy' award



Digital Impact Awards Winner 2016 - 'Best Corporate Website'

64% increase in site visits, 34% increase in visit length and 56% increase in page views



Over 600 Bostik search terms ranking in position 1-10 in Google search results

New governance process, bringing together global and corporate teams to optimise site performance



Get in touch

... to see how we can help you connect with your customers.



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